

Edition: Edina

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The City of Edina



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Legend:

- Infrastructure
- Commercial and Mixed-Use Redevelopment
- Workforce
- Communication and Engagement
- Community Vision
- Aviation Noise

Speak Up, Edina!

The City’s next online discussion is now available at www.SpeakUpEdina.org. The discussion, which focuses on public safety, is available until Dec. 7.

The City of Edina provides police, fire and EMS services. According to the 2015 Quality of Life Survey, 21 percent of residents surveyed have contacted the Police Department in the last year. In addition, 98 percent of those surveyed rate fire and EMS services as “excellent” or “good.” Police services received an “excellent” or “good” rating from 90 percent and 87 percent gave those marks for crime prevention. About 4 percent of those surveyed said “safety” is the biggest issue facing Edina.

In this discussion, the City asks whether residents feel safe living in and visiting different areas of the city, what areas of Edina could benefit from enhanced police presence, and how they describe their biggest safety concern. The feedback from this discussion will be compiled and presented to the City Council Dec. 15.

This month, the City has been gathering feedback about parks, recreation and programming. Questions asked include what residents think about Edina’s neighborhood parks, what amenities they like or could be added or improved, what they think about the Parks & Recreation Department’s current offerings of programming and what opportunities they’d like to see added in the future. The feedback from this discussion will be compiled and presented to the City Council Nov. 17.

To weigh in on a discussion, visit www.SpeakUpEdina.org.

Police ‘Focus In’ on Night & Snow Parking

Seasonal parking restrictions go into effect Nov. 1. As a part of the 2015 “Focus In” campaign, Edina patrol officers will focus efforts on night and snow parking during the month of November.



Residents are reminded to keep their vehicles off the street overnight from November through March. According to local law, no vehicle may be parked on a street, highway or alley under these conditions:

- From 1 to 6 a.m. Nov. 1 through March 31, regardless of wintery conditions.
- When 1.5 inches or more of snow has fallen. Once streets and roadways have been plowed to the curb line, residents can park vehicles on designated roadways.
- For six hours after a snowfall has ended, unless City traffic signs specifically allow vehicles to park on roadways.

“Night parking ordinances are extremely beneficial to us,” said Public Works Director Brian Olson. “[They allow the Public Works Department] to start plowing immediately when overnight snowfall occurs.”

Each month, patrol officers focus police efforts on a specific statutory violation in order to educate the public and gain compliance. Education includes a warning to those who violate the statutes or codes. In extenuating circumstances, a citation may be issued. The violations the Police Department “Focus In” on have seasonal relevance, affect the quality of life in Edina or pose safety risks to residents. All statutes are enforced year-round, but additional attention is paid to the focus of the month.

Last November, 319 verbal or written warnings were given out.

So far this year, Police have focused on obstructed vision, failure to signal, unsafe equipment, failure to display headlights, bike safety, following too close, pedestrian safety, child and seatbelt safety and texting and driving. Next month, police will “Focus In” on the “move over” law.

For more information, contact the Edina Police Department at 952-826-1610.

Open Streets on 50th



Photo by Jordan Gilgenbach

On Sunday, Sept. 27, the City closed West 50th Street between Browndale and Beard avenues to vehicles to hold the inaugural Open Streets on 50th event, which encouraged residents to get out and enjoy the streets in a new way. The focus was on health and wellness, active transportation and connecting community members. An estimated 9,000 people attended the four-hour long event.

Police Department Launches New 9-1-1 System

Edina’s 9-1-1 dispatchers, on average, answer 94,500 calls each year from Edina and Richfield residents. Due to that call load, the Edina Police Department sought a user-friendly system when it looked to replace its 9-1-1 phone system.

“The change to the new 9-1-1 phone system took a couple years overall,” said Dispatch Supervisor Tony Martin. “But we wanted to make sure we went with the right system for us and tested it over and over and over to make sure that it was fail-proof when it launched.”

At 2 a.m. Wednesday, July 15, Dispatch made the switch to the new system. Martin said it was a seamless transition as they switched the system over line by line. Shortly after, radios and the reporting and call-logging software also need to be transferred over to remain compatible with the new system.

The 9-1-1 Dispatch Center answers 9-1-1 calls, non-emergency calls and general calls into the Department. With the new system, VESTA 9-1-1 Solution from Airbus DS Communications, dispatchers are able to more easily transfer calls, personalize their workstation dashboard and select day or night mode to make their 12-hour shifts answering calls more comfortable.

“It’s much easier to use, things are categorized better and the call-in number for non-emergency calls shows up on our caller ID. It didn’t in the old system, which meant we couldn’t call those people back if there was a hang up or they got disconnected for some reason,” said 9-1-1 Dispatcher Taunya Buboltz, a 12-year veteran of the Department and one of nine full-time employees who dispatch for the Edina and Richfield police departments. Two part-time employees also dispatch for the Department.

“If the phone system fails now, it will automatically switch to the backup system. It’s so seamless that the

dispatcher won’t even notice they’re working from the backup system until we get an alert. That’s probably the most valuable change between the two systems,” said I.T. Manager Ryan Browning, who helped to implement the new 9-1-1 system. “The transition to the new software was a learning experience, but Tony and his team were great to work with.”

The 9-1-1 system software is shared by four other agencies – the City of Minneapolis, Hennepin County Sheriff’s Office, Allina EMS and Hennepin County EMS – to save on operating costs. The calls are routed through two shared data centers in geo-diverse locations in case of a disaster. The agencies are

then responsible for their own equipment such as computers and telephones on location. Martin, who heads up the System Owners Group responsible for making system-wide setting decisions, said the new 9-1-1 phone system also has the capability to easily generate reports with average call answer times and call volumes at various times of the day and week.

“With this data, we can better staff the Dispatch Center knowing exactly when the busiest times

typically are,” said Martin, who also acknowledged the helpfulness of knowing average answer times. Adequate 9-1-1 answer times are set by the National Emergency Number Association. According to the organization’s standards, 9-1-1 calls must be answered within 10 seconds of the call being placed. Martin believes Edina dispatchers average a five-second answer time, but he looks forward to pulling that data.

“One of our dispatchers said, ‘I hate change, but this system is amazing,’” said Martin. “Truthfully, it’s made the dispatchers’ jobs so much easier. The less they are fussing with the system, the better service they can provide to the callers.”

For more information, contact Martin at 952-826-0523.



Photo by Kaylin Eidness

Dispatch Supervisor Tony Martin answers calls with two other dispatchers in the 9-1-1 Dispatch Center at the Edina Police Department.

Council Chambers Gets Upgraded to HD

Now that work is complete to upgrade equipment in the Council Chambers and the adjacent A/V control room at Edina City Hall, Edina is one of the first cities in the state to have the ability to broadcast all of its programming in high definition.

In place of the typical standard-definition recording system, the A/V control room now has a high-definition recording system, which will allow City Council and other meetings to be recorded and broadcasted with improved quality.

The project began Sept. 17 with the gutting of the control room and was finished Oct. 6. Alpha Video, the company hired for the project, was responsible for replacing all of the cables, cameras, production switcher and the rest of the video distribution equipment. The most labor-intensive part of the project was installing all of the cabling that runs through the walls of the chambers.

“The system that we’re replacing was originally installed in 2004, when City Hall was first built,” said Video Production Coordinator Scott Denfeld. “The equipment

was at the end of its life expectancy and was getting hard to service because we were using an analog system at a time when everything is digital.”

The new high-definition system will also allow PowerPoints and other presentations in the Council Chambers to be displayed in high-definition, making it easier for meeting participants and those watching from home or in the audience to read.

The City’s programming airs on channels 16 and 813 for Comcast cable subscribers. Channel 813 is a high-definition channel.

“We have had a high-definition cable channel for a few years. Until now, everything except meetings had been broadcast in HD. Now with the new equipment, even meetings are broadcast in HD,” Denfeld explained. “We are one of just a few cities in Minnesota that is fully HD.”

The \$165,000 project was paid for with Public, Education and Government fees from Comcast.

For more information, contact Denfeld at sdenfeld@EdinaMN.gov or 952-903-5776.

City Welcomes McAloney as New HR Director

Having worked for five local governments, Kay McAloney is considered a leader in human resources for the public sector. Though she’s been at the top of her game for some time, there was still something missing from her own resume.

“Edina has a wonderful reputation as an employer,” said MacAloney. “I’ve heard great things about the teamwork here and culture and wanted to be part of it.”

McAloney began work as the City of Edina’s Human Resources Director earlier this month, succeeding Lisa Schaefer. Schaefer was promoted to Assistant City Manager earlier this year.

“Kay is an expert in human resources, and Edina will benefit from her extensive experience in city and county government,” said Schaefer. “In order for the City to meet the needs of our residents, we must attract and retain highly skilled and well-trained staff. I am confident that Kay will work to ensure the right systems are in place to do that.”

McAloney has worked in HR for nearly 30 years in the cities of Ramsey, Anoka, Brooklyn Park and Bloomington, as well as Washington County. However, prior to her work in the public sector, her life looked very different.

“I was working in private sector as a warehouse manager ... and it was when things weren’t going very well [at work] that I thought, ‘I think I can do a better job than that and have the employees treated better than that,’” she explained.

With a bachelor’s degree in Business Management already under her belt, she went to University of Minnesota – Carlson School of Management to obtain a master’s degree in Human Resources and Industrial Relations.



Kay McAloney started as the City’s new Human Resources Director in early October.

McAloney enjoys the stability and consistent hours of working in the public sector, but also appreciates the variety of projects and people that she has the opportunity to work with. As a self-described life-long learner, she appreciates the opportunity to learn from new groups of people and find ways in which areas could operate smoother.

“I like working with the different employee groups. You get to work with folks in public works, police and fire and other areas that you wouldn’t get exposed to otherwise,” she said. “I also like the policy administration. [I really enjoy] helping to write policies and administer policies that actually work in the workplace.”

McAloney grew up in Anoka County, where she lives today. She and her husband, Allen, are looking forward to moving into a new home along Rum River in Anoka in November.

For more information, contact McAloney at kmcaloney@EdinaMN.gov.

Braemar Field Closes in on Successful First Year

Coming up on its first anniversary, Braemar Field has become a staple in Edina’s sports and recreation scene.

“We are very pleased with Braemar Field’s first year,” said Susie Miller, General Manager of Braemar Field and Braemar Arena. “We’ve developed relationships and neat partnerships with the field-sport athletic associations.”

Braemar Field opened Dec. 5, 2014, and features a 400-foot-long, 250-foot-wide and 76-foot-tall, seasonally domed athletic field at 7509 Ikola Way, next to Braemar Arena. The field is typically covered from November to April.

The Edina Soccer Club, Edina Football Association, Edina Baseball Association and Edina Lacrosse Association were all instrumental in bringing Braemar Field to life.

“It’s been exciting to see a project like Braemar Field, which we’ve talked about for 10 years, finally come to fruition and to see all the different types of users enjoy the field,” said Parks & Recreation Director Ann Kattreh. “It’s been a great asset for our athletic associations, especially in those winter months.”

“It’s almost impossible to quantify the value of Braemar Field to the Edina Soccer Club,” said Jeff Northrup, Vice President of the Club and soccer coach. “We were previously at three other facilities. ... Those locations weren’t in Edina and were not convenient for families and made the Edina Soccer Club less competitive. Now having



Braemar Field is seasonally domed, providing a year-round practice facility for Edina’s field sports. The 400-foot-long, 250-foot-wide field is typically covered November to April.

maybe one of the best facilities in the state, the Club is living up to Edina’s brand of excellence.”

With an annual budget of about \$554,000, Braemar Field is also seeing financial success. Miller said Braemar Field was at 58 percent of its budgeted expenses as of Sept. 30. By year’s end, Miller and Kattreh expect revenues to exceed budgeted projections by more than 15 percent.

Visitors to Braemar Field also have an impact at Braemar Arena. Miller said the concessions stand at the Arena has seen a 24 percent increase in sales, which she partly attributes to Braemar Field.

“We see people who drop their kids off at Braemar Field and come over to Braemar Arena to grab a snack and watch a hockey game,” Miller said. “The synergy between Braemar Field, the Arena and the Backyard Rink has been great.”

Miller said she plans to continue to increase programming in the coming year with more camps, classes and fitness programs such as “Couch to 5K.” She also strives to rent more non-prime field time. Currently, about 92 percent of non-prime field time has been rented, just shy of Braemar Field’s 96 percent goal.

Braemar Field has about 10 part-time staff, and shares other staff with Braemar Arena.

For more information, contact Miller at 952-826-0502 or visit www.BraemarField.com.

City Completes Latest Addition to Edina Promenade



Rocks surrounding the new water features were hand-placed, one-by-one.

A new water feature and beautiful landscaping are part of the latest addition of the Edina Promenade, a greenway that connects the Southdale area’s various retail, residential and recreational amenities.

The Promenade is located north of Centennial Lakes Park, behind Lunds & Byerlys and

Target off of Hazelton Road. “Overall, the project went well,” said Engineering Technician Charlie Gerk. “It was a very unique project and the contractor we hired did a good job of interpreting and executing what the artist originally intended.”

Peterson Companies, the contractor hired to take on the project, accommodated the artistic demands of the project from design, to construction, to project management. They worked closely with AECOM, the engineer and architect for the entire Promenade, to make the artistic visions of the project become a reality.

“Something that not a lot of people know is that where the Promenade is now was originally a gravel pit. After it was mined, it turned into a landfill where people dumped construction debris,” said Gerk. “Any dirt that was excavated from the site [for the Promenade]

had to be sent to a landfill because it was considered contaminated soil.”

Barr Engineering provided the environmental services, including classifying soils, identifying whether or not they were contaminated and managing any necessary disposal.

“I really liked going out to the project. A lot of people use the Promenade for morning or afternoon walks and we got to know the residents who use the trails every day,” Gerk said. “It was enjoyable talking to them about the progress of the project, hearing their input, and praise about how the project turned out.”

“It has been fun and interesting watching the progress of this project all summer,” said Edina resident Jo Stephens. “I’m glad to have my walking path back. It only adds to the beauty and livability of the neighborhood.”

“The Promenade Phase IV is a beautiful addition to the crown jewel of our park system, Centennial Lakes Park,” said Parks & Recreation Director Ann Kattreh. “We are pleased with the way the project turned out and hope that residents will enjoy the updates made to the Promenade.”

The cost of the project was just under \$1.5 million.

The Edina Promenade is home to a rotating outdoor sculpture exhibition, which is run by the City of Edina’s Arts & Culture Commission. The second-place winner of the 2014 Public Art People’s Choice Awards, “3 Dancing Sandhill Cranes,” was relocated from its original site at 50th & France to the Promenade this summer and highlighted as part of the grand-opening celebration. The sculpture is a prominent feature near the large pond. The art piece was purchased in early July by Public Art Edina.

For more information, contact the City’s Engineering Department at 952-826-0371.

Upcoming Events

- Monday, Nov. 2, 6:30 p.m.
Community Health Commission Meeting, Edina City Hall.
- Tuesday, Nov. 3, 7 a.m. to 8 p.m.
Polls open for Election Day.
- Wednesday, Nov. 4, 7 p.m.
City Council Meeting, Edina City Hall.
- Tuesday, Nov. 10, 7 p.m.
Park Board Meeting, Edina City Hall.
Heritage Preservation Board Meeting, Edina City Hall.
- Wednesday, Nov. 11
Veterans Day, City Hall closed.
- Thursday, Nov. 12, 7 p.m.
Energy & Environment Commission Meeting, Edina City Hall.
- Thursday, Nov. 12, 7 p.m.
Planning Commission Meeting, Edina City Hall.
- Tuesday, Nov. 17, 7 p.m.
City Council Meeting, Edina City Hall.
- Thursday, Nov. 19, 6 p.m.
Transportation Commission Meeting, Edina City Hall.
- Tuesday, Nov. 24, 7 p.m.
Human Rights & Relations Commission Meeting, Edina City Hall.
- Wednesday, Nov. 25, 7 p.m.
Planning Commission Meeting, Edina City Hall.
- Thursday, Nov. 26
Thanksgiving Day, City Hall closed.
- Friday, Nov. 27
City Hall closed.
- Saturday, Nov. 28, 3-5 p.m.
Tree-Lighting Ceremony, 50th & France.

November Edina 16 Broadcast Schedule

- Edina City Council (shown until the next scheduled meeting)**
- Sundays – 3 a.m., 11 a.m.
 - Tuesdays – 7 p.m. (live broadcast on 1st and 3rd Tuesdays of every month)
 - Wednesdays – 3 a.m., 11 a.m.
 - Saturdays – 7 p.m.
- Planning Commission (shown until the next scheduled meeting)**
- Wednesdays – 7 p.m. (live broadcast on 2nd and 4th Wednesdays of every month)
 - Thursdays – 3 a.m., 11 a.m.
 - Fridays – 7 p.m.
 - Saturdays – 3 a.m., 11 a.m.
- League of Women Voters Edina School Board Election Forum (shown through Nov. 2)**
- Mondays – 10 p.m.
 - Tuesdays – 6 a.m., 2 p.m.
 - Thursdays – 7 p.m.
 - Fridays – 3 a.m., 11 a.m.
- Heritage Preservation Board (shown through Nov. 9)**
- Mondays – 7 p.m.
 - Tuesdays – 3 a.m., 11 a.m.
 - Thursdays – 10 p.m.
 - Fridays – 6 a.m., 2 p.m.
- Transportation Commission (shown through Nov. 18)**
- Sundays – 7 p.m.
 - Mondays – 3 a.m., 11 a.m.
 - Wednesdays – 10 p.m.
 - Thursdays – 6 a.m., 2 p.m.
- Park Board (shown Nov. 10 through Dec. 9)**
- Mondays – 7 p.m.
 - Tuesdays – 3 a.m., 11 a.m.
 - Thursdays – 10 p.m.
 - Fridays – 6 a.m., 2 p.m.
- Agenda: Edina (new episode on the 1st and 15th of each month)**
- Daily at 2:30 a.m., 10:30 a.m., 6:30 p.m.
- Beyond the Badge (new episode on the 1st of each month)**
- Daily at 2 a.m., 10 a.m., 6 p.m.

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STREET SMARTS

Tri-City Partners

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our streets connect us all

Made possible through support from the Statewide Health Improvement Program, Minnesota Department of Health.